

much ado
about *you!*

5 WAYS BULLET
POINTS GENERATE
ON-TARGET
CONTENT THAT
TURNS
PROSPECTS INTO
BUYERS



I'LL GET RIGHT TO THE POINT.

You're probably thinking bullet lists are just:

- A convenient way of listing several pieces of information.
- A way to group similar items.
- A friendly format for slide presentations.

Beyond that, bullet points provide several psychological benefits for both the reader and the author.

Read on to learn more about five ways bullet lists are a valuable format for your web content.

LISTS FEEL DEFINITIVE

WE WANT TO FEEL IN CONTROL

- When we see information in a list, it provides a sense that everything is “settled” and that we have things well in hand.
- A list feels polished and complete, so readers feel they're getting the entire picture.
- **Lists reduce uncertainty and provide us with a feeling of control.**

Plenty of research shows that humans love feeling as though they are in control. When we feel in control, it's good for our sense of well-being.



BULLET POINTS MAKE US SUBCONSCIOUSLY HAPPY AND MORE RELAXED.

LONG PARAGRAPHS STRESS US OUT

Long paragraphs say, “This is something big you’ll need to wrap your brain around. It will require following a train of thought, with lots for you to absorb and file.”

Long paragraphs build tension in our minds.

Our minds need a break, and a new paragraph provides that “reset” for our brain. It’s a signal to say, “That last bit is done, move on and get ready for the next one.”

Bullet points can provide that same “reset” feeling:

- They’re short and to the point.
- They represent complete, well-contained, discrete thoughts.
- They encapsulate tiny, perfect nuggets of information, absorbable independently.



BULLET POINTS FEEL LESS TAXING ON THE BRAIN.

WE'RE CONSTANTLY MAKING CHOICES WHILE READING.

When we encounter new information (especially when visiting a website for the first time), our brain goes into overdrive, immediately trying to make sense of it.

We're already multi-tasking: reading while making decisions about whether to click on a link, ignore a pop-up, stop to watch a video, or keep scrolling.

Once we recognize what we see physically, the next step is to figure out the context and determine whether the information at hand is relevant enough to keep reading.

We don't even realize we've chosen to stop and dig in or keep scanning.

What makes you stop and focus?

It's the visual difference provided by a new format.

Bullet points provide that difference.



HUMAN ATTENTION ISN'T PERFECT.

COMPREHENSION OF A LONG BULLET LIST IS INFLUENCED BY ORDERING ITEMS STRATEGICALLY.

- Place the most critical points at the beginning.
- Place the following most important points at the end.
- Place the less essential points in the middle.

Why do we do this? Brain science boils it down to three effects:

The **serial-position effect** says readers are most likely to remember items at the start and end of a list, with the middle items suffering from lower recall.

The **primacy effect** tells us readers are most likely to remember items that are first on a list because they're stored in long-term memory more easily than items further down the list.

The **recency effect** describes the likelihood of remembering items last on a list because they're still in working memory. Unfortunately, this effect wears off more quickly.



LISTS ARE EASIER FOR THE WRITER.

WRITING IS HARD BECAUSE WE ATTEMPT TOO MANY TASKS SIMULTANEOUSLY.

When you are structuring, writing, and editing all at once, you overload your brain. As a result, you get stuck, or you fail. When you do one task at a time, it's easier.

BULLET LISTS CAN HELP WITH YOUR WRITING.

- Outlining discourages writer's block, getting points out of your head and onto paper.
- As you are brainstorming, bullets let you quickly get started without worrying about perfection.
- Lists are simple to change by adding, moving, or removing content.
- Deleting a list item is easier emotionally since it's a separate element, not affecting others.
- Once you have a good, orderly bullet list, it's easy to expand with an intro or conclusion.

Crafting your content around lists gives you the freedom to gather materials without worrying about whether each paragraph follows perfectly and logically from the one before.

With web content, your closing line after almost any bullet list can be a Call to Action (CTA). Lead readers to visit a new page, take action, or reach out to you.



5 Ways Bullet Points Generate On-Target Content

NOW WHAT?

When you're ready to quickly and confidently write web content that turns prospects into buyers... without overwhelm, confusion, or self-doubt:

Check out my do-it-yourself mini-course at
GetToTheBulletPoint.com

get to the
bullet point

GET TO THE POINT AND QUICKLY TELL YOUR TASTY TALE

EVEN WHEN YOU ARE:

- **Confused** about the minimum set of website content you need.
- At a **dead end** finding the right words to describe your results, successes, and accomplishments.
- **Concerned** your writing skills are not up to par.
- Feeling **awkward** showcasing your accomplishments.
- **Clueless** about how to brag without sounding obnoxious.
- **Overwhelmed** and don't have time to write web content.

EVERYTHING YOU NEED TO WRITE YOUR BASIC WEBSITE

HERE'S WHAT YOU GET:

- A **comprehensive workbook** with step-by-step instructions to gather the specific, bite-sized, easy-to-digest ingredients that provide value on every page.
- Plenty of **detailed examples** you can use to model your own content.
- My **kitchen-tested recipes** to quickly and effortlessly write your website content using bullet lists.
- **Bonus modules** to help you Brag Your Butt Off... Without Being a Pain in the A**.
- A **bonus recipe** to craft your LinkedIn About section.

Learn more at GetToTheBulletPoint.com

5 Ways Bullet Points Generate On-Target Content

HI, I'M LISA STAMBAUGH

- Zealous wordsmith baking delicious content for time-crunched professionals.
- My approach: premium ingredients + first-rate writing recipes = savory success.
- Web Diva® with a 700+ site portfolio, concocted over 2 decades.
- Author of a book + dozens of articles illuminating the processes of the web-o-sphere.
- Fanatic about teaching folks how to Brag Your Butt Off... Without Being a Pain in the A**.
- When I'm not wrangling words and websites, you'll find me wallowing in yarn, fabric, sequins + glitter, while singing along to Broadway soundtracks, and listening for the timer signaling cookies ready to exit the oven.



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**WHEN YOU'RE READY TO TAKE CREDIT WITH CONFIDENCE...
I'M HERE WAITING FOR YOU IN THE CONTENT KITCHEN**

Learn how I can help you tell your sweet story at
MuchAdoAboutYou.com